

**PROCEEDINGS
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD
MONDAY, MARCH 31, 2008
VETERAN'S MEMORIAL AUDITORIUM
5825 FLORIDA BOULEVARD
BATON ROUGE, LA**

CALL TO ORDER

Commissioner Strain called the meeting to order at 11:00 a.m.

ROLL CALL

Ms. Barnett called the roll.

DECLARATION OF A QUORUM

Chairman Strain declared the presence of a quorum with 7 members present.

MEMBERS PRESENT

Dean Graner
Lanny Conerly
Troy Ingram
Susan Sharkey
Paul Alford
Russell Creel
Mike Strain, DVM

MEMBERS ABSENT

Cody Buford
Charnel Bailey

APPROVAL OF MINUTES

MOTION by Conerly and second by Ingram to amend the minutes of the December 14, 2007 meeting by adding the name of Susan Sharkey to list of those that met with Commissioner Strain. Motion carried.

MOTION by Conerly and second by Ingram to approve the amended minutes of the December 14, 2007 meeting. Motion carried.

Comments were made by the Commissioner welcoming the Board and thanking the members for their service.

INTRODUCE BILL SHERMAN, ASSISTANT DIRECTOR OF DAIRY INDUSTRY PROMOTION BOARD

Commissioner Strain introduced Bill Sherman, the new Assistant Director of the LDIPB.

ELECTION OF OFFICERS AND SUDIA BOARD MEMBERS AND DELEGATES

MOTION by Alford and second by Ingram to approve Lanny Conerly as Chairman. Motion Carried.

MOTION by Ingram and second by Alford to approve Russell Creel Vice-Chairman. Motion carried.

MOTION by Graner and second by Sharkey to approve the Mr. Conerly as SUDIA Board Member. Motion carried.

MOTION by Graner and second by Sharkey to approve Graner and Sharkey as SUDIA Delegates. Motion carried.

GARRISON ADVERTISING AND COMMUNICATION REPORT

Gerald Garrison made a presentation regarding their contract with the Board. He presented a booklet (in minutes file) showing the work they have completed and still developing.

Ms. Sharkey suggested a different script for the "Mommy and Rachel" radio script be changed. Ms. Sharkey also suggested the hormone free be included in the advertising. Mr. Gary Cazubon from the Louisiana Health Department reflected that it might not be a good idea.

The Board agreed to revise the one radio script.

REVIEW ADVERTISING PROCEDURES

Ms. Wanda Ward discussed the procedures for bidding and reviewing contracts. Ms. Ward specifically discussed conflict of interest and confidentiality issues as regarding the review of proposals.

Ms. Ward announced that the RFP has been advertised and the deadline for proposals is May 2, 2008. The presentations to the Board shall be made at the June 17, 2008 meeting and the winner announced in writing by June 24, 2008.

The Project leaders will be Rene' Simon and Melanie Barnett. The review committee is Mr. Conerly, Ms. Sharkey, Mr. Alford, Mr. Creel and Mr. Ingram.

FINANCIAL REPORTS

Mr. Simon reviewed the February 29, 2008 Financial Statement. Mr. Conerly asked if the Board's funds are insured by FDIC if there is more than \$100,000 in any one bank.

MOTION by Ingram and second by Graner to approve the Financial Report. Motion carried.

SUDIA REPORT

Cheryl Hayn, General Manager, from SUDIA presented their program for the remainder of their contract with the Board. Mr. Ingram requested information on how to amend the contract. Bryce Malone needs to be replaced with Mr. Simon as the liaison between the Board and SUDIA. Ms. Hayn reflected that the scope of work also

needs to be amended. Ms. Linda Greco reported on the SUDIA activities with the Louisiana schools and dietary associations and groups. Eric McClain was introduced as the Industry Relations Manager for SUDIA.

PUBLIC COMMENTS

Chairman Conerly asked if there were any comments from the public.

Mr. Ingram presented a letter from Representative Harold Ritchie regarding organic milk producers asking for an exemption from contributing the assessments. Mr. Simon asked for clarification from USDA in writing.

MOTION by Alford and second by Ingram to have a plaque made for Mr. Lyons for his services to the Board. Motion carried.

MOTION by Ingram and second by Graner to approve poster contest in the amount of \$1,500. Motion carried.

MOTION by Ingram and second by Graner to approve Parish Dairy Days in the amount of \$4,000. Motion carried.

ADJOURNMENT

MOTION by Ingram and second by Graner to adjourn the meeting. Motion carried.